

San Diego County Children and Families Commission

FUNDING REPORT

January 1, 2000 – December 31, 2001

In 1998 California voters passed Proposition 10, a statewide ballot initiative that increased the tax on cigarettes and other tobacco products. The revenue is used to promote early childhood (prenatal to age five) development. Over \$700 million dollars is generated annually statewide. San Diego County receives approximately 6% of these funds (around \$40 million per year).

Prop 10 funding provides us with an unprecedented opportunity to positively impact the lives of young children and their families. The San Diego County Children and Families Commission was created to make decisions on how to use our local share of these Prop 10 funds. A Technical and Professional Advisory Committee (TPAC) advises the Commission on

community needs, planning and evaluation. The 15 TPAC members were chosen to bring diverse ethnic, geographic and professional representation to the Commission.

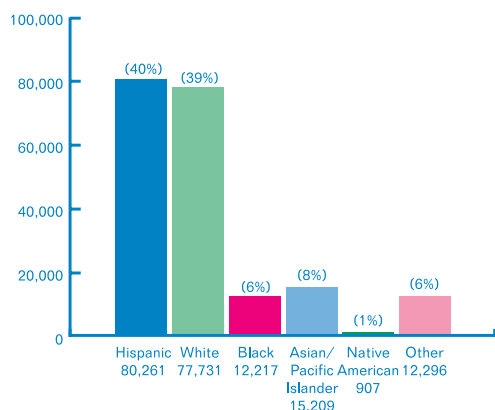
San Diego County has nearly 200,000 children under the age of five. The Commission is responsible for making sure Prop 10 funds are used in ways that best meet the needs of all young children throughout the county. To set priorities, the Commission uses a comprehensive, strategic planning process.

2000 Strategic Planning Process

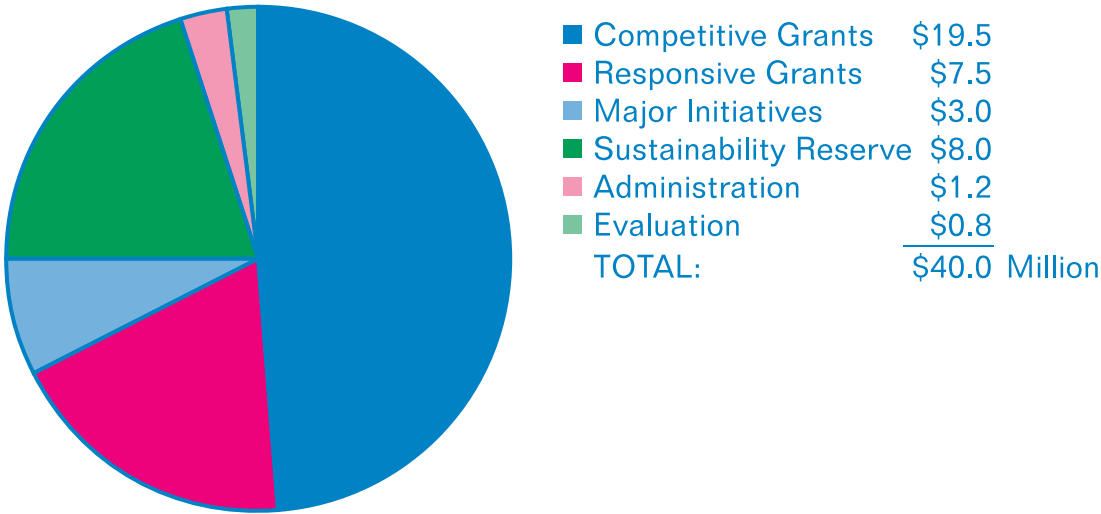
It is the Commission's responsibility to manage and spend the taxpayer's dollars in an effective and efficient manner, within the parameters established by the legislation.

The strategic planning process allows for the reassessment of community needs and priorities and helps us to determine what we want to achieve and how we'll achieve it. The planning process also provides the opportunity for communities to express their hopes and concerns and to play an important role in the shaping of local Prop 10 efforts.

2000 San Diego County Child Population
(Children under Age 5 by Race/Ethnicity)



2000 Annual Approved Budget



In developing the All 4 Kids Strategic Plan, the Commission used surveys, public comment at Commission and TPAC meetings, and community meetings to determine what the community thought children and families needed most. To be responsive to San Diego's diverse communities, child care and translation were offered at many of the community meetings, which were held throughout the county. Using public input to determine pressing needs helped create parent and community-based solutions that

might not have otherwise been possible. The Commission determined that three different processes would be used to distribute local Prop 10 funds: Major Initiative Programs would provide local dollars to take advantage of State Commission funding for State initiated programs. In 2000, the San Diego Commission allocated nearly 2.8 million in first year funding for training incentives for childcare and early childhood education staff. The State Commission will provide a 25% dollar match to support our local San Diego CARES program.



Responsive Grants would be used to address unforeseen immediate needs. Funds could be used to take advantage of new opportunities or to prevent the closure of important programs facing a loss of funding.

	2000	2001
Support to licensed child care facilities & homes	\$4 million	
Support for small, parent-led organizations	\$500,000	
Dental screenings & education (Anderson Center for Dental Care)	\$150,000	\$175,000
Smoking cessation programs for pregnant & post-partum moms (Partnership for Smoke-Free Families)	\$100,000	\$100,000
Breastfeeding/breast milk management education (San Diego Co. Breastfeeding Coalition)	\$100,000	\$100,000
Parenting Link (United Way)	\$200,000	\$217,900
Planning for library-based literacy programs for children & parents (City of San Diego Public Library)	\$50,000	
Planning for San Diego's "Welcome Baby" Kit (UCSD - San Diego & Imperial Counties Regional Perinatal System)	\$50,000	

Competitive Grants would be used to fund programs in three outcome areas identified in the All 4 Kids Strategic Plan:

- ◆ Improved Child Health
- ◆ Improved Child Development
- ◆ Improved Family Functioning

In October of 2000, a Request for Grant Applications (RFGA) was released. Agencies were invited to submit proposals addressing one or more of the priorities listed below:

- ◆ Health Services — improved access to health services and health screenings.
- ◆ Training & Education for Child Care Providers — expanded training, education, technical assistance and support.
- ◆ Parent Education — improved parent education information in partnerships with schools, neighborhood-based centers and faith communities.

Grants were awarded beginning in March of 2001.

(A supplement with more detailed descriptions of the competitive grants is available upon request.)



San Diego County Children & Families Commission
Funded Programs by Health & Human Services Agency Region, 1/1/00 — 12/31/01

Central Region	
✦ Alpha Project of San Diego	\$50,000
✦ AVHA for Tots	
✦ Birthing Project USA ¹	\$50,000
✦ San Diego Birthing Project-In Home Visiting	
✦ Cambodian Dancers of San Diego	\$179,778
✦ Parents & Children For Kinder Readiness	
✦ Comprehensive Health Center	\$50,000
✦ Expanded Walk-in Immunization Clinic	
✦ Council of Community Clinics ¹	\$1,449,850
✦ Community Clinics' Oral Health Safety Net Project	
✦ Family Health Centers ¹	\$791,312
✦ Project Steps to SEED (Social, Emotional, & Educational Development)	
✦ Homey's Youth Foundation	\$201,491
✦ Family Health & Literacy Project	
✦ Jewish Family Services of San Diego ¹	\$50,000
✦ Parent Education Program	
✦ Project Concern International	\$83,475
✦ Improving Birth Outcomes & Child Health in the East	
✦ African Community of San Diego, CA	
✦ San Diego Community College District ¹	\$122,188
✦ Project Ready	
✦ SAY San Diego, Inc.	\$50,000
✦ Born to Learn	
✦ SDSU Foundation ¹	\$857,446
✦ Por La Vida Program for Latino Families	
✦ St. Mark's Episcopal Church	\$12,798
✦ Early Childhood Music Program	
✦ St. Vincent de Paul Village, Inc.	\$315,294
✦ Project S.A.F.E.C.H.I.L.D.	
✦ Supreme Council of the Somali Community in America, Inc	\$45,500
✦ Somali Health	
✦ Union of Pan Asian Communities ¹	\$425,742
✦ Families Living in Good Health Together (FLIGHT)	

South Region	
✦ Birthing Project USA ¹	\$50,000
✦ San Diego Birthing Project-In Home Visiting	
✦ Chula Vista Coordinating Council	\$47,652
✦ Links to Learning	
✦ Council of Community Clinics ¹	\$1,449,850
✦ Community Clinics' Oral Health Safety Net Project	
✦ Kaiser Permanente	\$36,287
✦ Reach Out and Read	
✦ McAlister Institute ¹	\$202,593
✦ McAlister Institute Child Development Program	
✦ National City Public Library	\$84,000
✦ National City Public Library WOWmobile	
✦ National School District	\$82,522
✦ Project D.E.V.E.L.O.P.(Dynamic Education & Vital Early Learning for Preschoolers)	
✦ San Ysidro Health Center	\$1,757,020
✦ Healthy Beginnings Project	
✦ San Ysidro School District	\$187,107
✦ Strengthening our Children: San Ysidro 2000	
✦ SDSU Foundation ¹	\$857,446
✦ Por La Vida Program for Latino Families	
✦ South Bay Union School District	\$288,420
✦ Child "Healthy Early Life Promotion" (HELP) Project	
✦ Union of Pan Asian Communities ¹	\$425,742
✦ Families Living in Good Health Together (FLIGHT)	

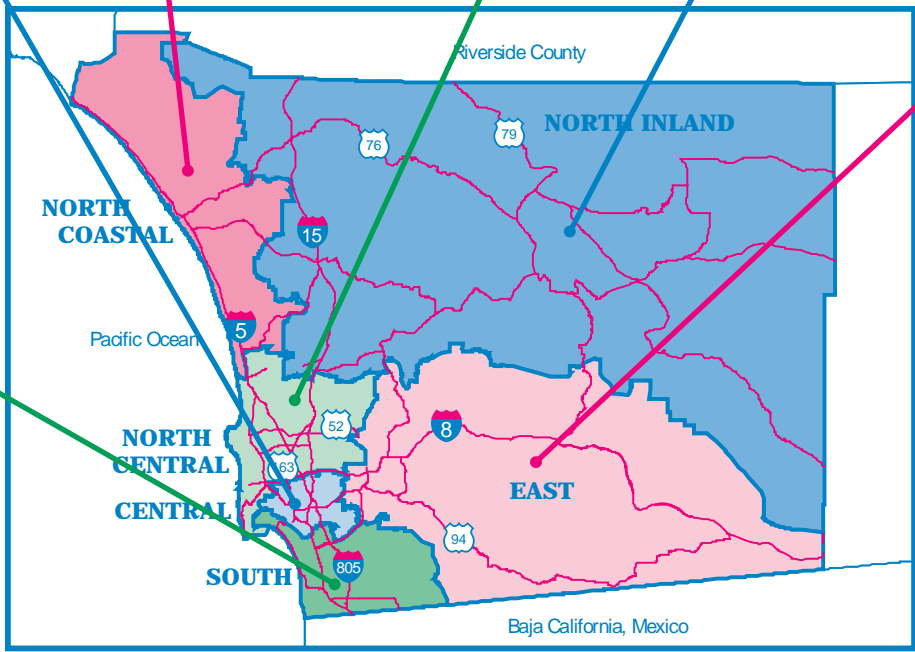
North Coastal Region	
✦ American Lung Association ¹	\$999,926
✦ San Diego County Childhood Asthma Initiative	
✦ Children's Hospital & Health Center ¹	\$1,357,414
✦ Children's Care Connection (C3)	
✦ Council of Community Clinics ¹	\$1,449,850
✦ Community Clinics' Oral Health Safety Net Project	
✦ Jewish Family Services of San Diego ¹	\$50,000
✦ Parent Education Program	
✦ Labor's Community Service Agency	\$260,115
✦ Improving Low-Income Children's School Readiness	
✦ McAlister Institute ¹	\$202,593
✦ McAlister Institute Child Development Program	
✦ MAAC Project HeadStart ¹	\$41,925
✦ Family Story Time Literacy Promotion	
✦ North County Collaborative ¹	\$864,915
✦ ACHIEVE!	
✦ North County Health Services ¹	\$50,000
✦ Prenatal Care for Uninsured North County Women	
✦ North County Serenity House ¹	\$50,000
✦ Serenity House Child Development Center	
✦ Palomar Pomerado Health Foundation ¹	\$1,389,350
✦ Welcome Home Baby! Program	
✦ Tri-City Hospital Foundation ¹	\$48,408
✦ North County Child Study Center	
✦ Vista Community Clinic ¹	\$257,335
✦ Tri-City Maternal Care Infancia Feliz	

North Inland Region	
✦ American Lung Association ¹	\$999,926
✦ San Diego County Childhood Asthma Initiative	
✦ Chicano Federation of San Diego County, Inc. ¹	\$426,461
✦ Para Los Niños Outreach Initiative	
✦ Children's Hospital & Health Center ¹	\$1,357,414
✦ Children's Care Connection (C3)	
✦ Council of Community Clinics ¹	\$1,449,850
✦ Community Clinics' Oral Health Safety Net Project	
✦ Indian Health Council	\$325,708
✦ School Readiness Program	
✦ Jewish Family Services of San Diego ¹	\$50,000
✦ Parent Education Program	
✦ MAAC Project HeadStart ¹	\$41,925
✦ Family Story Time Literacy Promotion	
✦ North County Collaborative ¹	\$864,915
✦ ACHIEVE!	
✦ North County Health Services ¹	\$50,000
✦ Prenatal Care for Uninsured North County Women	
✦ North County Serenity House ¹	\$50,000
✦ Serenity House Child Development Center	
✦ Palomar Pomerado Health Foundation ¹	\$1,389,350
✦ Welcome Home Baby! Program	
✦ Poway Unified School District	\$275,836
✦ Poway Unified & Escondido Union Elementary School Districts	
✦ "Ready to Learn" Project	
✦ Tri-City Hospital Foundation ¹	\$48,408
✦ North County Child Study Center	
✦ Vista Community Clinic ¹	\$257,335
✦ Tri-City Maternal Care Infancia Feliz	

East Region	
✦ American Lung Association ¹	\$999,926
✦ San Diego County Childhood Asthma Initiative	
✦ Catholic Charities	\$237,425
✦ Parents as Teachers - East	
✦ Chicano Federation of San Diego County, Inc. ¹	\$426,461
✦ Para Los Niños Outreach Initiative	
✦ Council of Community Clinics ¹	\$1,449,850
✦ Community Clinics' Oral Health Safety Net Project	
✦ Family Health Centers ¹	\$791,312
✦ Project Steps to SEED (Social, Emotional, & Educational Development)	
✦ Jewish Family Services of San Diego ¹	\$50,000
✦ Parent Education Program	
✦ Lemon Grove Project	\$255,699
✦ Lemon Grove School Readiness Project	
✦ McAlister Institute ¹	\$202,593
✦ McAlister Institute Child Development Program	
✦ Santee School District	\$160,802
✦ Children's Families Ready 4 School	
✦ SDSU Foundation ¹	\$857,446
✦ Por La Vida Program for Latino Families	
✦ Southern Health Services/Mountain Health & Community Services	\$201,117
✦ Healthy Backcountry Beginnings	

North Central Region	
✦ Bayside Community Center	\$196,366
✦ Giant Steps	
✦ Jewish Family Services of San Diego ¹	\$50,000
✦ Parent Education Program	
✦ San Diego Community College District ¹	\$122,188
✦ Project Ready	
✦ SAY San Diego	\$223,665
✦ Healthy Start Military Family Cluster	
✦ Union of Pan Asian Communities ¹	\$425,742
✦ Families Living in Good Health Together (FLIGHT)	

Countywide	
✦ Access Center of San Diego, Inc	\$103,332
✦ Children & Families Ages 0-5	
✦ Child Abuse Prevention Foundation	\$730,729
✦ Developmental Screening & Enhancement Project at Polinsky Children's Center	
✦ Community Health Improvement Partners (CHIP)	\$441,000
✦ San Diego - CAL KIDS Program	
✦ Health and Human Services Agency (HHS) CHDP - Treatment	\$1,162,832
✦ Healthy Mouths, Healthy Bodies, Healthy Minds	
✦ Joy of Sports Foundation	\$43,175
✦ San Diego Star Power for Preschoolers	
✦ Lawrence Family Jewish Community Center	\$49,984
✦ Early Childhood Prevention and Intervention: A Network of Support	
✦ SDSU Foundation	\$537,937
✦ Healthy & Ready to Learn	
✦ SDSU Foundation for KPBS	\$220,355
✦ Zero to Five with Ready to Learn	
✦ West Ed	\$692,806
✦ San Diego County Training & Technical Assistance for Infant/Toddler Caregivers & Parents	
Responsive Grants	
✦ Support to licensed child care facilities	\$4 million
✦ Support for small, parent-led organizations	\$500,000
✦ Anderson Center for Dental Care	\$325,000
✦ Dental screenings & education	
✦ Partnership for Smoke-Free Families	\$200,000
✦ Smoking cessation programs for pregnant & post-partum moms	
✦ San Diego Co. Breastfeeding Coalition	\$200,000
✦ Breastfeeding/breast milk management education	
✦ United Way	\$417,900
✦ Parenting Link	
✦ City of San Diego Public Library	\$50,000
✦ Planning for library-based literacy programs	
✦ UCSD - San Diego & Imperial Counties Perinatal System	\$50,000
✦ Planning for San Diego's "Welcome Baby" Kit	
Major Initiative Programs	
✦ YMCA Childcare Resource Service	\$2,800,000
✦ San Diego CARES	



LEGEND for Competitive Grants:

- ✦ Health Services — improved access to health services and health screenings.
- ✦ Training & Education for Child Care Providers — expanded training, education, technical assistance and support.
- ✦ Parent Education — improved parent education information in partnerships with schools, neighborhood-based centers and faith communities.

¹ Program serves multiple regions. The funding amount listed is the total grant award, not the amount per region.

FOUNDATION PARTNERSHIPS

The Civic Engagement Project (CEP): San Diego is one of eight California Prop 10 Commissions participating in this project sponsored by five foundations and UC Davis. CEP provides funding and technical assistance to support community outreach and community dialogues in each county. CEP has contributed \$200,000 to the local Commission’s civic engagement activities. In addition to holding several community forums each year, the Commission contracts with San Diego State University Foundation and the Consensus Organizing Institute to conduct community organizing and training for parents and community collaborative members in three communities: Healthy Start Military Family Cluster in Murphy Canyon, Reach Out to Families Coordinating Council in Imperial Beach, and The El Cajon Collaborative.

The Results for Children Initiative (RCI): RCI provides technical assistance and policy academies for four Prop 10 Commissions in the State. The Foundation Consortium, an alliance of 16 foundations, sponsors the initiative. The purpose of RCI is two-fold. One is to help the commissions focus on “results” by developing meaningful measures for tracking success. The second is to help commissions develop more inclusive forms of governance that engage a wide variety of community members in planning and decision making.

Funds Allocation
July 2001 – June 2002

	% of Total	Dollar Amount
Strategic community investments , granted through competitive or Commission-directed grants, to fund short-term and long-term activities that support specific identified priorities. (Of this amount, up to 15% will go to Commission-directed grants, up to 60% will go to the first RFGA cycle, and up to 25% will go to the second RFGA cycle.)	55%	Up to \$24,200,000
Responsive grants , for the Commission to support existing, proven activities, to respond to unforeseen opportunities to achieve positive impact, and to leverage funds	9%	Up to \$3,960,000
A fund for public information and education regarding Commission priorities	1%	Up to \$440,000
Sustaining reserves , to extend the longevity of Prop 10 funding*	20%	Up to \$8,800,000
Evaluation , including assets and needs assessment, system and technology development, technical assistance to grantees, and evaluation of funded activities and overall Commission operations	10%	Up to \$4,400,000
Administrative costs , for management of all Commission activities	5%	Up to \$2,200,000
TOTAL	100%	Up to \$44,000,000

* Any funds left unexpended from the annual funds allocation, and any interest earned, will be placed in the sustaining reserves fund for future allocation by the Commission.

FUTURE FUNDING

The Commission has published a new Strategic Plan for January 2001-June 2003 and has developed an Implementation Plan to guide activities and funding for the period of July 2001 to June 2002.

In developing the current plans, the Commission strived to build on the accomplishments and infrastructure development achieved during the Commission’s first year of operation, and to update the plans based on broad community input.

The Implementation Plan outlines:

- ◆ Planned allocations for 2001-2002 (See table below)
- ◆ Seven result areas that will guide the next round of local Prop 10 Funding
- ◆ A proposed funding timeline (see opposite page for Result Areas and Timeline)

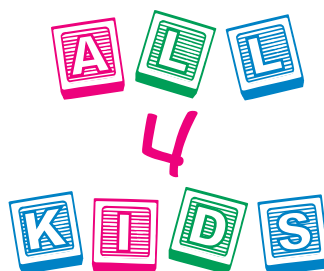
To obtain a copy of the current Strategic Plan or Implementation Plan, contact the San Diego County Children & Families Commission office.

Since it is impossible to meet every need with Prop 10 funding, the Commission also strives to develop partnerships with other Funders, to support Grantees in seeking funding to sustain their programs, and to advocate for changes in policy and legislation that will lead to better lives for San Diego’s young children and their families. We encourage all San Diegans to support these efforts for kids.

PRIORITY SCHOOL READINESS RESULTS FOR JULY 2001 – JUNE 2002 FUNDING AND ACTIVITY TIMELINE

7 RESULT AREAS	POTENTIAL STRATEGIES	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	FUNDS
Children are physically, emotionally & developmentally ready to learn	Health, emotional and developmental assessments Increase community capacity to address			RFGA				Awd		RFGA			Awd 7/02	Strategic investment
Children have literacy skills which are developmentally appropriate	Literacy summit Development of a long-term literacy plan Resource guide of literacy programs and services			RFGA				Awd		RFGA			Awd 7/02	Strategic investment
Parents have high quality information and support for meeting the needs of their children	Campaign to raise awareness of literacy in the community Child literacy training for child care providers, library staff Implement Welcome Baby Kit Planning collaborative for integrated information systems Support of community-based parent education CARES Project	CDG												Strategic investment Admin., strategic investment, responsive Strategic investment
Child care/early education is high quality		CDG											Awd 7/02	Strategic investment Responsive
Community capacity for integrated accessible, inclusive and culturally appropriate services is increased	Community engagement activities Community organizing projects Technical assistance to community organizations Service coordination, integration through RFGA process					RFA		Awd						Administrative Responsive Administrative, strategic investment Administrative
State Commission and other resources are leveraged to meet the needs of local children and families	Planning collaborative regarding School Readiness Centers Expand state child care survey Use state education materials Develop integrated data systems Coordinate with State evaluation systems				Survey					Ongoing				Strategic investment Responsive Responsive Evaluation Evaluation
The Commission and the community are mutually accountable for effective use of Proposition 10 funds	Provide technical assistance regarding evaluation & accountability Maintain quality information on assets, needs & results Report to community and State					Awd								Evaluation Evaluation Evaluation
							Annual Report			State audit				

Awd = Award CDG = Commission Directed Grant RFGA = Request for Grant Applications RFP = Request for Proposals RFA = Request for Applications



**San Diego County Children
and Families Commission**

1495 Pacific Highway #202

San Diego, CA 92101

Phone: (619) 230-6460

Toll-Free: (866) 726-8831

Web Site: www.ccfc.ca.gov/sandiego